

ASDMA GUIDELINES FOR SPONSORING VARIOUS EVENTS

1. Sponsorships in events and Souvenirs should be aimed to generate awareness for Disaster management
2. The Sponsorships amount and the activity should be approved by the CEO, ASDMA
3. **For Sponsorships in Souvenir**
 - 3.1. For any Advertisement in Souvenir the amount of Sponsorships should be limited to Rs. 20000/- (including all taxes) for any National level Organisation/Institution
 - 3.2. For any Advertisement in Souvenir the amount of Sponsorships should be limited to Rs. 15000/- (including all taxes) for any State level Organisation/Institution
 - 3.3. Advertisements in Souvenirs would be given to those Organisations and Institutions who work and are associated with in the field of Disaster management
 - 3.4. Advertisements would be given to those Souvenirs which is widely circulated (minimum 2000 copies) and certified evidence of printing order copy countersigned by the printing house has to be submitted with proposal.
 - 3.5. The subject matter of advertisement should be on safety message on various hazards.
 - 3.6. The Advertisement should be a full page coloured one.
4. **For Events**
 - 4.1. The events may include workshops, seminars, observation/celebration of specific Important days or any similar event
 - 4.2. Sponsorship for events would be given to those Organisations and Institutions who work in the field of Disaster management or any related domain
 - 4.3. For any event which is of National or International level the amount of Sponsorship should be limited to Rs. 50,000/-
 - 4.4. For any event which is of State level the amount of Sponsorship should be limited to Rs. 30,000/- which is specified below
 - 4.4.1. The amount of Sponsorship should base on the deliverable/ benefits/visibility of ASDMA to be received in lieu of the sponsorship
 - 4.4.2. If the benefit received on behalf sponsorship is only a mention in the marketing collaterals than the amount of sponsorship should be limited to Rs. 20,000/- as approved by CEO, ASDMA
 - 4.4.3. If the benefit received for sponsorship is conducting activity or special event related to Disaster Management, besides a mention in the marketing collaterals, then amount of Sponsorship would be limited to Rs. 50,000/-
 - 4.4.4. In case the amount requested in less than Rs. 30,000/- then the CEO, ASDMA may decide on the amount to be sponsored
5. In case the Organisation or Institution fails to carry of the Sponsorship activity for any reason thereof, then ASDMA will not pay any amount to the Organisation or Institution and may perhaps refrain for any sponsorship to that particular Organisation/Institute in future
6. The amount of Sponsorships would be paid only after the submission of bills along with
 - 6.1. Two copies of the Souvenir with Advertisement and a declaration duly countersigned by the printing house stating the number of copies printed.
 - 6.2. The report, photographs/videographs and newspaper clips of the event